



# ENVIRONMENTAL NARRATIVES IN HINDI CINEMA

Deeksha Dave

Assistant Professor, Environmental Studies, School of Interdisciplinary and Transdisciplinary Studies, IGNOU, New Delhi

## ABSTRACT

Hindi movies influence the thinking of the people and reflect the life and thoughts of the society. The filmmakers choose subjects which attract the attention and entertain or enlighten the public. Environmental issues are less showcased on big screen. This is despite the fact there is huge ecological footprint of the Hindi cinema as the natural landscape like beaches, forests, picturesque mountains, are amongst the favorite locations to shoot. In the paper, an attempt has been made to explore the narratives in Hindi movies from environmental perspective. In recent times, the issues like water scarcity, disasters, pollution chemical release, etc. have been taken up by the filmmakers. The paper takes stock of the movies produced from the year 2000 to 2020 as during this period the consequences of environmental degradation became loud and clear. The study highlights that superficial, manipulated and forged ideas must not be presented in the movies which may do more harm than good to the state of environment.

**KEYWORDS:** Climate Change, Environment, Hindi Cinema, Media, Water.

## 1. INTRODUCTION

Cinema is perceived to be the mirror of our society (Shah, 2020) and movies are most popular mass media (Dasgupta, 1996) that act as an instrument of social change. (Panda, P., 2020). In India, Bollywood is a powerful means to influence people's opinions, change mindsets and drive actions to make a difference. It is saddening to know that even though filmmakers, writers, actors, directors, producers have considered themselves as the agents of social change; most of them barring a few have remained silent on the issues of environmental degradation and its looming crisis. Bollywood movies have been made largely about corruption, politics, biopics, sports, casteism, social evils, women oppression, terrorism, disability but environmental crisis is altogether missed owing to limited audience and fear of failure at the box-office collection. (Bhattacharya, P. 2020).

However, with changing times and consumer segment, Hindi cinema is evolving and coming up with films like *Toilet: Ek Prem Katha* (2017) and *Padman* (2018) which have brought India's development concerns into attention. With change in paradigm and rising global environmental concerns, low budget "green movies" are now produced and watched by target audience (Shukla, R. P., 2013, Chu, K. W. 2017).

Although the impact of Hindi movies on Environmental awareness and sensitization has not been studied systematically, researchers have tried to explore and study the environmental perspective of Hindi movies highlighting the key messages of few individual environment-oriented movies.

In this paper, an attempt has been made to analyze the movies released from the year 2000 to 2020 which are based on environmental genre. During the period, some filmmakers experimented with making movies on the subject and went beyond the mainstream themes. These two decades also witnessed some of the most severe pollution episodes in the form of deteriorated air quality, chemical disasters, surge in the extreme weather events and the Pandemic. The paper reveals that during the study period Hindi Cinema has explored the subject of environment and allied themes and tried to raise consciousness about these pertinent issues.

## 2. OBJECTIVES

The paper aims to bring to light the environment related subjects taken up by Hindi cinema to raise the relevant issue. The paper further investigates how Hindi cinema creates and propagates the importance of environment protection. The rationale of this paper is to identify the elements that the filmmakers of these movies have taken to sensitize the public on these trivial issues.

The following are the objectives of the study

- To provide an overview of the perception of the environmental issues by the Bollywood movies.
- To analyze the movies based on environment problems released from the year 2010 to 2020.
- To highlight the depiction of critical environmental issues on silver screen.

## 3. METHODOLOGY

The methodology used for the study is the content analysis of the movies based on environmental problem released during the study period. The movies were categorized based on genre. It was revealed that environmental movies were placed under genre of either thriller or drama. The selected five Hindi movies were watched and critically reviewed. In-depth analysis of the scenes, locations and dialogues was done to ascertain the role of movies in spreading awareness regarding environmental issues. Further, information was collected through articles, magazines and related publications. Using movie encyclopedias, source books and multiple online resources, the selected movies were studied. The study revealed that the decade has been impressive one with the beginning of the production of environmental movies.

## 4. ECO CINEMA

The term Eco cinema was used by Roger in 2016 to explain the role of cinema in increasing the participation of the people towards the cause of environment protection. Eco cinema presents visual account of the interaction between human beings and surroundings and makes an attempt to convey the environmental and ecological ideas to the common man. (Willoquet-Maricondi, 2010, Soles & Chu, 2015). Hollywood has used eco-cinema as a powerful tool to spread awareness regarding environment protection and conservation and to explore the fascinating facts about environment. With the onset of infotainment channels like National Geographic, Discovery, Animal Planet etc., the production of "green movies" was in trend in the late 1980s in Western World. Later, it has produced interesting movies and documentaries like *Before the Flood* (2016), *War craft* (2016), *An Inconvenient Sequel: Truth to Power* (2017) and many more. The issue of climate change has been very popular among the filmmakers and the films like *Don't Look Up* (Netflix.), *The day after tomorrow* (2004), *Interstellar* (2014), *Aral, the lost sea* (2010), etc. have been produced. The popular works on eco cinema include themes as climate change (Sharma & Choubey, 2020), sustainability initiatives and ecophonias (Biswas, 2021).

In India, there has been a change in the subjects of Hindi Cinema in the post-independence period. (Singh, 2021). Indie filmmakers who have explored the subject of environmental preservation have revealed that the themes like biodiversity, environment, ecosystems, pollution etc. remain confined to the documentaries, science-based movies which play an important role in developing the attitudes regarding environmental awareness. (Alyaz, et al. 2017, Panda, 2020)

Before the year 2000, hardly any movies were produced in India which showcased environment related issues barring a few like *Kala Pathar* (1979) depicting the hazards of improper coal mining or *Bhopal Express* (1999) which was based on chemical disasters. The possible explanation to this may be the fact that there is always denial of environmental problems, the audience is not interested as it does not relate easily. (Bhattacharya, 2020). However, the recent depiction of the environmental problems in web series and movies is largely because of intense research and increasing interest to know more about these events. The audience observe extreme weather conditions, scanty or heavy rainfall, breathe impure air, fall sick due to pollution, read and discuss about environmental issues, is a stakeholder in various measures taken to minimize degradation of environment and with increasing ecological degradation, more and more researchers recognize the need to bring in environmental lens to media

particularly the cinema (Alex & Deborah, 2016)

The Hindi films successfully use visual images of the environmental problems and call for urgent need for action. (Karmakar & Sarkar, 2022). With the help of creative imaginary audio video story lines, the film makers build link between the audience and create active engagement towards environment protection and conservation. (Brereton, 2020). It is interesting to note suitable product placement in the Hindi movies helps to build effective solutions towards environmental issues. (Shukla, 2013).

Through the detailed analysis of the selected films released during this period, the author attempts to emphasize that cinema can play a very important role in bring environmental issues to the forefront. The reach of cinema is too deep, and it has been widely accepted that cinema is the most suitable medium for nurturing public mindfulness about protecting our environment. (Brereton, 2020). The analysis of dialogues, sequences, narratives and location reveals and conveys environment related messages. Narrative films have an impact on the change in the behavior of the audience. (Bahk, 2010). The study on the movies of the period illustrates that a positive eco perspective must be adopted by the film makers instead of duplicitous eco advertising to generate awareness regarding the issues. (Pop., 2020). Hindi film industry can play a huge role in spreading the message of sustainability sharing stories. (Krauß, 2014) and can stimulate discussions and deliberations on trivial issues of environment. (Lake, A., et al 2007). However, there is a scope of further research on the subject. (Murphy, 1993).

Here we analyze and elaborate on five environmental centric movies in Indian Cinema released between the year 2010-2020.

**A Jal (2013):** Water scarcity, lack of rainfall, agrarian crisis, famines, and starvation and consequent vagaries has been shown in various Hindi movies but water per se has never been the central subject. The movie produced by One world Films Pvt. Ltd "Jal" released in 2013 revolves around the struggle to get water in one of the villages of the Kutch region of Gujarat.

The story of the film revolves around the importance of water for the poor villagers who practice age old traditions for digging water from the earth. Throughout the movie, the physical and mental strain due to water stress particularly on women has been clearly shown. The movie also successfully highlights the importance of water for biodiversity conservation and links the disappearance of the migratory bird Flamingo when they get killed because of water scarcity.

The desert ecosystem is well depicted in the movie as it contains shots of desert, strong winds blowing and the presence of flamingoes (6.27 min), herds of camels (12.23), flocks of flamingoes (12.34), cows' herds (25.01), dead flamingo chicks (19.09).

The lead character (Bakka), the "paani ka devta" (God of water) of water-starved village is blessed with the power of divining water spots in barren lands. This signifies the importance of traditional knowledge and age old practices of water conservation which is still relevant in the arid regions of the country. The communities living in these regions have a great deal of knowledge about the changing geography and climatic conditions and the factors responsible for the lower ground water table in the region like shifting of the tectonic plates due to earthquakes in Gujarat, (14.58 min), presence of black stone making digging difficult (50.45 min) and paucity of rainfall (28.15 min, 57.15 min) and could relate the lack of fresh water and the decline of flamingo chicks (40.18 min)

Water is respected and considered more valuable than their jewellery (1.22 hr.). The worry about the survival of the people of the water scarce regions is evident from the fact that the characters in the movie believe that birds will get protection by the foreigners (27.24 min) but apprehensive about their own protection (28.19 min). The movie presents the sad state of the affairs that the financial assistance and machinery is provided for the researchers coming from outside to protect the avian diversity, but the poor villagers continue to struggle and even the government official from the water department is less bothered about their concerns (46.12 min).

The tough and harsh life of the people particularly the women is well presented as the Russian women is seen craving for water (32.07 min) and the pregnant women craving for water and eventually dying of thirst (2.19 min, 2 hr). The hardship faced by the women in carrying water from long distances is also marked in the movie.

Lack of access to water being a cause of conflict between the two villages (36.05 min, 36.22 min, and 51.00 min) is well depicted and is very much relatable in present scenario where we find water conflicts rise particularly during summers in arid and semi-arid regions.

The movie highlights significant religious and socio-cultural traditions related to environment conservation like worshipping *Jal devta* (8.41 min), regarding cow as the Mother of India (25.09 min), worshipping goddess *dashamata* (49.10 min) and offering *Ambamata* Prasad before water use (1.03 hr).

The movie familiarizes the audience about various environment related phenomena and ideas like sea water lake ecosystem (6.25 min), emission of gas and hot water from the ground (58.40 min), release of water from digging the ground (1.04 hr), rains in the desert ((2.06 hr), salt formation in the bodies of flamingo chicks and hardening of algae (39 min) causing the death of chicks (39.38 min), extraction of water through machines (45.31 min) and importance of balanced fresh water and saline water for the healthy growth of algae, fishes and plants.(39.27 min). The movie successfully captures the central theme with the help of a song called "water, water" which keeps playing in the background.

**B Roar (2014):** Bollywood has been stubbornly negligent in interpreting wildlife whether it is female leads dancing on the tunes of snake charmer or the Hero of the movie fighting with nauseated tigers and lions. The early movies on Naagin (female snake), cobras and others of such type have hyped the absurd saga of these venomous creatures where they are taking revenge of the killing of their male-counterparts.

The movie produced by AA Films takes the audience along the Sunder bans, the largest tiger reserve. The movie discusses the man-wildlife conflicts and highlights the message of respecting nature and wildlife. The movie begins with the case of killing of a photographer by white tiger as it catches its cub although for rescue.

The movie describes the Sunderban forests (5.24 min, 6.44 min, 11.24 min, 17.08 min) as tropical rain forests with saline water, high humidity (17.15 min - 17.32 min) and having largest number of tigers (11.54 min). The movie mentions that it is a world heritages site (11.48 min) and Project Tiger was launched for the protection of tiger species in the region (11.59 min). The scenes of the forests include the aerial root of the mangroves (19.14 min, 19.55 min, 20.08 min), muddy soil (54.51 min), waterways and vegetation. The wildlife consisting of tiger, lizards (26.05 min), insects (1.13 hr.), monkeys (1.00 hr), birds, (48.48 min), alligator (59.37 min), and snakes (1.25 hr) have been shown.

Man animal conflict has been explained with the help of visuals (12.05 min-12.11 min). The men of the village are killed by the tigers as they enter their territory of obtaining fodder, fish, fuel wood, etc. with a village left with only widows. The reason of the tigers becoming man eaters has been due to dead bodies entering the water bodies through River Ganga or during cyclones and other disasters (58.26 min) and so they developed the taste of human flesh.

The tribal communities who live deep inside the Sunderbans practice age old traditions of honey collecting. (38.52 min, 39.15 min) Their life is full of struggle as depicted in the marriage ceremony (40.05 min). The tribal communities who camouflage are the savior of the forest and eventually help saving a life (41.13 min, 41.25min)

However, at certain places, it becomes clear that eco cinema without doing concrete research may not do much justice and remains just a piece of entertainment. The movie shows that the man eaters are handled with armed platoons and 'special action forces' with AK-47s (1.04 hr.) and automatic guns which is not the correct practice. The white tigers are trapped in the wire which is not a good practice (2.27 min 26.38 min, 27.02 min)

Such insensitive films make the real scene situation difficult. One character in the movie talks sense and says all tigers are not man-eaters and that there is a need to protect not facilitate their killing. (12.15 min) In the entire movie, the tigers are irresponsibly portrayed unlike the reality that they attack only when they feel threatened. Likewise, the snakes are shown to be attacking only when harmed (1.27 hr)

The movie clearly states that it better to surrender to nature than to take revenge (1.08 hr), animals are innocent who prefer to live peacefully in their territory (1.11 hr) and other life forms have equal right to live on the Earth as the Humans have (1.52 hr)

**C Kaun Kitney Pani Mein (2015):** The movie "Kaun Kitney Pani Mein" produced by One Drop Foundation in 2015 touches upon the issue of water shortage in a satirical way. The story revolves around the two villages of Upri and Bairi of Odisha. The people from Bairi are lower caste, involved in labor work, and skilled. The Upri people are from upper caste but are not hard working. It clearly shows the caste discrimination prevalent in the society. The film stresses the importance of water conservation and throws light on the appropriate means to conserve water for the benefit of the future generations.

Due to unmindful practices of water use in the past, the village Upri is struggling with the issues of migration, drought, and water scarcity for thirty years (1.17 hr.). The water scarcity is shown by the scenes of water being sold in small packets (23.21 min), dakshina (offering to the priest) in the form of water (24.38 min), the young man coming from being served with wine or soda but not water and no water in village even on festivals like Holi (17.15 min).

Due to water shortage, there are frequent power cuts (1.19 hr), no paddy cultivation (20.05 min), and unsanitary conditions and foul smell (27.43 min, 30.43 min) prevails all over. Through incidences like the foreign investors not

signing the deal, banks denying loans and builders rejecting the projects, the movie highlights the fact that without water no infrastructure development or economic growth is possible.

The movie shares important narratives like water is required by all despite any discrimination (3.35 min), importance of water for all life forms (10.55 min) and if not conserved or judiciously used, does not last longer and brings bad curse (11.12 min). Various dialogues in the movie reflect the importance of water for the villagers like “Money is of no value if water is not there” (11.24 min), “there is no luck without water” (25.18 min) and the “King is one who has access to water” (55.56 min). In the movie, it is shown that the water becomes a political issue as the two villages mostly fight with each other. (1.17 hr, 1.30 hr)

Audience is made aware about the various environmental processes and agricultural methods like process of demineralization of soils, catchment of water through dams (54.49 min, 54.55 min), drip irrigation in the fields (55.19 min), following Israel method of farming (55.27 min), thrashing, winnowing (1.08 hr), manual grinding (1.09 hr). One dialog in the movie says that even though the government digs wells but there is no water explaining that the water table is drastically low (25.37 min). At various places, the cultural heritage of the state of Odisha has been shown. For example, celebration of Holi (17.35 min), worshipping Bhahai mata (1.02 hr.), playing Ramayana skit (1.04 hr, 1.27 hr) and offering rice at the Bhahai Temple (1.13 hr).

**D Irada (2017):** The movie “Irada” is produced by Falguni Patel and Prince Soni in the year 2017. The movie is based on the true events of the Bathinda city, which is entangled with electric wires, has narrow lanes, and is mismanaged (14.30-14.32 min), has thermal power plants and the factories which emit poisonous gases into the air (6.40 min).

The thermal power plants and factories release carcinogens in the water due to which there is increased incidence of cancer in the region. With the efforts of a journalist and a NIA officer (Arjun Mishra), the PPFCL company is exposed which is found to be involved in illegal dumping of the hazardous waste in ground water.

The 10-year-old company (40.40 min) called PPFCL with worth 6000 CR is involved in illegal dumping of chemical waste. The chemical rich water is dumped into ground (1.23 min, 24.28 min), in canals, soil and agricultural field (24.32 min -24.36 min). However, the owner of the company (Paddy Sharma) has a clean image who organizes social welfare activities like blood donation camps (28.33 min) and even receives award for the Sustainability practices at the Green Global Awards ceremony.

The movie depicts the hazards of chemical pollution along with presenting existing ecological issues like over extraction of ground water, uranium toxicity, fertilizer poisoning and their adverse effects on the people. The movie shows the scenes of the factory site (31.28 min), treatment of wastewater (31.44 min) and ground water contamination by the PPFCL (46.41 min). There is presence of chromium, selenium in ground water (1.23 hr.) and the water in the city is highly toxic (54.53 min)

Due to these malpractices, the movie explains that the wheat bowl of the country has turned toxic (55.31 min), and people are used to drinking the poisonous water (15.57 min)

The impact of cancer on health is elaborately discussed in the movie. Ranging from the fact that because of lack of endurance and physical fitness, the daughter of the ex-army man is not selected (5.38 min), thereafter on contracting cancer has red patches on the body (9 min), weight loss, falling, etc. (48.41 min). Yellow nails, blood tests, (54.29 min) blue lips (54.33 min), buzzing in ears (54.19 min), breathlessness (54.38 min), etc. The mental trauma faced by the cancer patients is seen in the movie where the daughter is afraid of chemo, cuts her hairs deliberately (11.17 min) and desperately cries for having to live her life. (1.17 hr.)

The cancer train 54701 which carries cancer patient to Bikaner Hospital is horrifying. There are patients of all age groups, the blood is sold like any other commodity in the train and the insurance agents are working like business as usual. (1.04 hr.). It makes the audience realize the interrelationship between environmental quality and human health as various terms related to environment and human health such as chromium poisoning, toxicity of uranium, selenium in blood, galloping lung cancer, etc. are narrated in the movie.

The role of journalists and media in communicating environmental messages is well described as Radio FM talks about safe water day (59.36 min.) but explains that the city is contaminated with water (59.42 min) and publication of ground water info booklet (59.51 min.).

At the end, informative messages are shown on the screen which further sensitizes the audience. Colin Gonsalves, senior advocate, supreme court of India (1.39 hr.) highlights about the Right to healthy food without toxic components and further remarks that green revolution in the region is attributed to cancer due to which annually 7 lakh people die due to cancer (1.40 hr.) The New face of terrorism is eco terrorism and in last 2 decades more deaths have

occurred due to chemical contamination than terrorism. The film bagged the National Film award for the best film on environment conservation in 2017.

**E Kedarnath (2018):** Kedarnath movie was produced by Ronnie Screwvala of RSVP Movies and Pragma Kapoor of Sky Pictures in 2018. The film is based on the Uttarakhand Disaster of 2013. The scenes of floods, fires, earthquakes are very common in Hindi movies. The effects of these are largely depicted on the loss of lives, separation among the siblings and agonies of all kinds. The movie Kedarnath showcases the dreadful picturisation of heavy rain, flooding of the Chorabari lake, damage to the houses, roads, buildings, etc. and the huge loss of lives particularly the tourists. (1.24 hr-1.29 hr) as it happened during 2013 disaster. The tourist hub of religious pilgrimage, the region is developed haphazardly wherein the signboards can be seen on the hills, the narrow lanes are crowded, the lead female character is seen eating noodles (37.09 min), and the chips and biscuits being sold in the shops. This way, the film showcases human greed and mismanagement of the ecologically fragile region. One of the characters in the movie, Kullu, does unchecked construction of hotels in the region and wants to lure the tourists by providing all the modern amenities. It is very much relatable in the present scenario where we find the hill stations looming with high rise buildings and construction activities. The characters advocate that the economic development of the region can bring prosperity and strongly proposes to build a 2-star hotel in the Rambada region which is 16 kilometers away from the Kedarnath temple. He is warned by the priest, his prospective father-in-law, saying that this will change the hydrology of the river leading to catastrophe in the long run (24.17 min). Mandakini, the daughter of the priest is angry because of the hoardings and billboards on the hills and feels sad for the lost beauty and serenity of the region. (20.08 min). In one of the scenes, a young boy is seen cleaning the billboard on the mountain rock (37.49 min) thereby showing the case of child labour in advertising by the hotels. Mansoor, the porter proposes to put a limit on the number of pilgrims arrival in the region thereby stressing the importance of nature and human balance. The entire porter community is against this indiscriminate development.

Apart from the environmental lessons, at one instance, the movie also highlights the importance of coexistence of communities for the well-being of the valley (45.02 min) The river is considered auspicious, and the holy dip is useful in washing away of the past sins. The priest is seen making his daughter take a dip in the river to purify her. (1.06 hr) The role of meteorological department in sending out warning signals has been very important and the same has been illustrated in the movie (1.18 hr). The movie also tries to show the impact of the disaster on the animal life like the escaping rats (1.13 hr) and the restless horses. (1.34 hr)

Movie	Year	Central Theme	Environmental issue Related	Social Issue Related	Key Message
Jal	2013	Water Scarcity	<ul style="list-style-type: none"> <li>Decline of migratory birds.</li> <li>Loss of avian biodiversity</li> <li>Water conflicts</li> <li>Hardships faced by women due to water scarcity.</li> <li>Desertification</li> </ul>	Indigenous Knowledge about water and its conservation	Importance of water and making efforts for its conservation
Roar	2014	Man-Wildlife Conflict	<ul style="list-style-type: none"> <li>Encroachment of human beings in animals' territory.</li> <li>Poaching.</li> <li>Showcasing the rich biodiversity of Sunderbans Forest.</li> </ul>	Tribal Communities living in harmony with nature.	Respecting all forms of life and wildlife conservation
Kaun Kitney Pani Mein	2015	Water Scarcity	<ul style="list-style-type: none"> <li>Water scarcity and related problems.</li> </ul>	Caste Discrimination Migration of youth Water conflicts	Judicious use of water. Considering water to be important for economic growth. Importance of water for all life forms
Irada	2017	Environmental Pollution	<ul style="list-style-type: none"> <li>Carcinogens in Air</li> <li>Rise in Cancer patients.</li> <li>Environmental Quality and Human Health</li> <li>over extraction of ground water</li> <li>Uranium toxicity</li> <li>Fertilizer poisoning</li> </ul>	Rise in Cancer Patients Mental trauma of the cancer patients.	Food safety Discourage the use of chemical fertilizers and pesticides
Kedarnath	2018	Floods	<ul style="list-style-type: none"> <li>Deforestation</li> <li>Haphazard construction activities in hilly areas</li> <li>Irresponsible tourist behavior</li> </ul>	Climate change and livelihoods of the people	Green Growth

Table: Environmental and Social Issues raised by the Movies under study



Apart from these six movies, there are still many released in the study duration which very well brought the environmental issue or the environment, habitats, scenes, etc. on the Big Screen. The movie Kadvi Haava released in the year 2017 is based on agrarian crisis due to Climate Change and is inspired by true events from the drought prone Bundelkhand region. In this film, the village of Mahua is affected by scanty rainfall, barren land, crop failure, and climate change. It is shown that these factors badly affected the farmers and is a precise depiction of how climate change ends up killing people and their morals. The movie was awarded Special Jury Award at the National Film Festival, 2018.

Life of Pi released in the year 2012 takes the audience into the deep-sea waters and shows the valour and courage of the boy named Pi who is stranded in the Pacific Ocean on a lifeboat with a tiger. The film was noted for containing a "subtle, artistic warning" about the dangers of increased anthropogenic carbon dioxide emissions and ocean acidification.

Likewise, the movie Kaal released in the year 2005 was based on the tigers of Jim Corbett National Park based on protecting the precious wildlife of India. The negligence of the tourists and killing of the tigers has been well presented in the movie.

## 5. CONCLUSION

Movies being the source of information as well as instrument of social change act can showcase environmental issues in the mainstream cinema and reach out to more people. However, it unquestionably has the potential to make the audience unearth the reality of the susceptibility and instability and the dynamics of human survival on the planet. (Bhattacharya, P. 2020). Awareness through films will be more impactful and encourage people to adopt an environment-friendly lifestyle. Nonetheless, Bollywood beginning to make such thorough films is a reason to celebrate. Hindi cinema needs more of these types of movies which encourage balance between environment and development. We do not want films in future where children elderly dying of pollution, or earthquakes happening because of geological transformations. The paper discusses only the movies released in the time period but there is no denying that the recent OTT platforms also have come up with movies like Sherni (2021), to provoke the environmental consciousness among the public. Therefore, the importance of movies grows manifold as the audience gets impression of the strength of the disasters that are to affect humanity if appropriate measures concerning environmental degradation are not taken.

## 5.1 Declaration

Declaration	Suggestions
Funding/ Grants/ Financial Support	No, I did not receive.
Conflicts of Interest/ Competing Interests	No conflicts of interest to the best of our knowledge.
Ethical Approval and Consent to Participate	No, the article does not require ethical approval and consent to participate with evidence.
Availability of Data and Material/ Data Access Statement	Not relevant.
Authors Contributions	I am only the sole author of the article.

## REFERENCES

- Alex, R. K., & Deborah, S. S. (Eds.). (2016). *Ecodocumentaries: Critical Essays*. Springer.
- Alyaz, Y., Isigicok, E., & Gursoy, E. (2017). The Impact of the Environmental Documentary Movies on Pre-Service German Teachers' Environmental Attitudes. *Journal of Education and Training Studies*, 5(1), 159-170.
- Bahk, C. M. (2010). Environmental education through narrative films: Impact of medicine man on attitudes toward forest preservation. *The Journal of Environmental Education*, 42(1), 1-13.
- Bhattacharya, P. (2020). Social Dynamics of Hindi Eco-Cinema and the Politics of Water. In *Handbook of Research on Social and Cultural Dynamics in Indian Cinema* (pp. 1-13). IGI Global.
- Biswas, P. (2021). Narrativizing ecoterrorism in the Indian film *Irada*. *International Journal of Fear Studies*, 3(1), 45-51.
- Brereton, P. (2020). Cultural and Visual Responses to Climate Change: Ecological Reading of Irish Zombie Movies. In *Ireland and the Climate Crisis* (pp. 185-201). Palgrave Macmillan, Cham.
- Chu, K. W. (2017). Screening environmental challenges in China: three modes of ecocinema. *Journal of Chinese Governance*, 2(4), 437-459.
- Dasgupta, S. D. (1996). Feminist consciousness in woman-centered Hindi films. *Journal of Popular Culture*, 30(1), 173-189.
- Karmakar, G., & Sarkar, S. (2022). The politics of conservation: examining the human-wildlife conflict in Bollywood Eco cinema *Sherni* (2021). *Journal of Environmental Planning and Management*, 1-20.
- Krauß, F. (2014). Tales of sustainability and justice? A sustainability reading of contemporary commercial Hindi cinema. *International journal of sustainable development*, 17(2), 192-207.
- Lake, A., Njeru, G., & Jeanetta, S. C. (2007). *Making Movies, Building Community*.
- Murphy, T. P. (1993). The portrayal of the environment and development in two commercial movies. *The Journal of Environmental Education*, 25(1), 30-36.
- Panda, P. (2020). Green Cinema: Reading the Context in Select Indian Cinematic Texts. In *Handbook of Research on Social and Cultural Dynamics in Indian Cinema*

(pp. 23-34). IGI Global

- Pop, D. (2020). Cinema as Eco-critical Criticism: Can Movies Represent the Conscience of the Anthropocene? *Ekphrasis. Images, Cinema, Theory, Media*, 24(2), 225-242.
- Shah, K. H. (2020). Analyzing the Subject plot and Characterization of Women Oriented Bollywood Films: 2015-2019. *Global Media Journal: Indian Edition*, 12(1)
- Sharma, M., & Chaubey, A. K. (2020). Climate Change in India: A Wakeup Call from Bollywood. *Rupkatha Journal on Interdisciplinary Studies in Humanities*, 12(5)
- Shukla, R. P. (2013). Critical study of Product Placement in Indian films with Special reference to Hindi films.
- Singh, S. (2021) Sociological Understanding of Changing Theme of Hindi Cinema: A Study of Post-Independence Phase. *राजस्थान जर्नल ऑफ सोशियोलॉजी*, 54., Vol 1, 60-69
- Soles, C., & Chu, K. W. (2015). Overview: Framing visual texts for ecomedia studies. *Ecomedia*, 17-26.
- Willoquet-Maricondi, P. (Ed.). (2010). *Framing the world: Explorations in ecocriticism and film*. University of Virginia Press.